

Message Text

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TAGS: BEXP EG

SUBJECT: BIC TRADE PROMOTION PROGRAM/MARKET RESEARCH

REF: A. STATE A-9312, NOVEMBER 12, 1973

B. STATE A-10354, DECEMBER 19, 1973

C. STATE TELEGRAM 23105

D. EDMONDS-KILLOUGH TELECOM, FEBRUARY 7, 1974

1. IN RESPONDING TO REFERENCES, USINT CAIRO PROPOSES THE FOLLOWING PROGRAM TO MEET BOTH THE OBJECTIVES OF THE BIC TRADE PROMOTION PROGRAM AND PROPOSED MARKET RESEARCH IN EGYPT. IN FORMULATING THESE OBJECTIVES, USINT TAKES INTO ACCOUNT SEVERAL PERTINENT FACTORS; FIRST, THE CURRENT MOVES TOWARDS THE LIBERALIZATION OF EGYPTIAN ECONOMY, WITH INCREASING EMPHASIS ON THE PRIVATE SECTOR HAS TOTALLY CHANGED, OR WILL CHANGE THE PROSPECTS FOR EGYPT'S ECONOMY; AND SECONDLY, THE LIMITED RESOURCES OF USINT'S COMMERCIAL AND ECONOMIC STAFF.

2. THE HIGHEST PRIORITY FOR MARKET RESEARCH IS AN OVER VIEW OF THE BEST U.S. EXPORT PROSPECTS FOR THE PERIOD 1974-1978. THERE IS NO BASIC VALID MARKET STUDY AVAILABLE ON THE EGYPTIAN MARKET AS OF THIS DATE. ALL SUCH PREVIOUS STUDIES HAVE BEEN RENDERED OBSOLETE BY THE RECENT DEVELOPMENTS IN THE EGYPTIAN ECONOMY AND GOVERNMENT POLICY. AFTER THIS SURVEY IS COMPLETED WHICH WOULD SERVE TO IDENTIFY OUR BEST PROSPECTS, WE THEN COULD PROCEED ON TO THE FOUR SURVEYS IN REF. (B). USINT CURRENT RECOMMENDATIONS HERE

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PAGE 02 CAIRO 00702 121702Z

ARE: (1) FOOD PROCESSING MACHINERY; (2) URBAN MASS TRANS-

PORTATION SYSTEMS; (3) HOUSING AND HOME-BUILDING EQUIPMENT SYSTEMS; AND (4) COMMUNICATIONS. HOWEVER, THESE MAY BE REVISED ON RESULTS OF THE OVERALL SURVEY. THERE ARE MANY OTHER AREAS WHICH WOULD WARRANT MARKET RESEARCH, BUT MANY OF THESE HAVE ALREADY BEEN STUDIED BY CONCERNED MARKET COMPANIES SUCH AS AIRCRAFT, AVIONICS, ELECTRICAL EQUIPMENT AND GENERATING PLANTS.

3. THERE ARE SEVERAL GOOD MARKET RESEARCH COMPANIES IN EGYPT WHICH COULD WITH PROPER GUIDELINES SET OUT BY DEPARTMENT OF COMMERCE PERSONNEL UNDERTAKE THIS TYPE OF RESEARCH. USINT IS IN PROCESS OF EVALUATING THE ABILITIES OF THESE COMPANIES AND WILL ADVISE. WE DO NOT SUGGEST THE USE OF A FOREIGN COMPANY SUCH AS A LEBANESE ONE, AS SUGGESTED IN REF. (D) DUE TO LOCAL SENSITIVITIES.
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